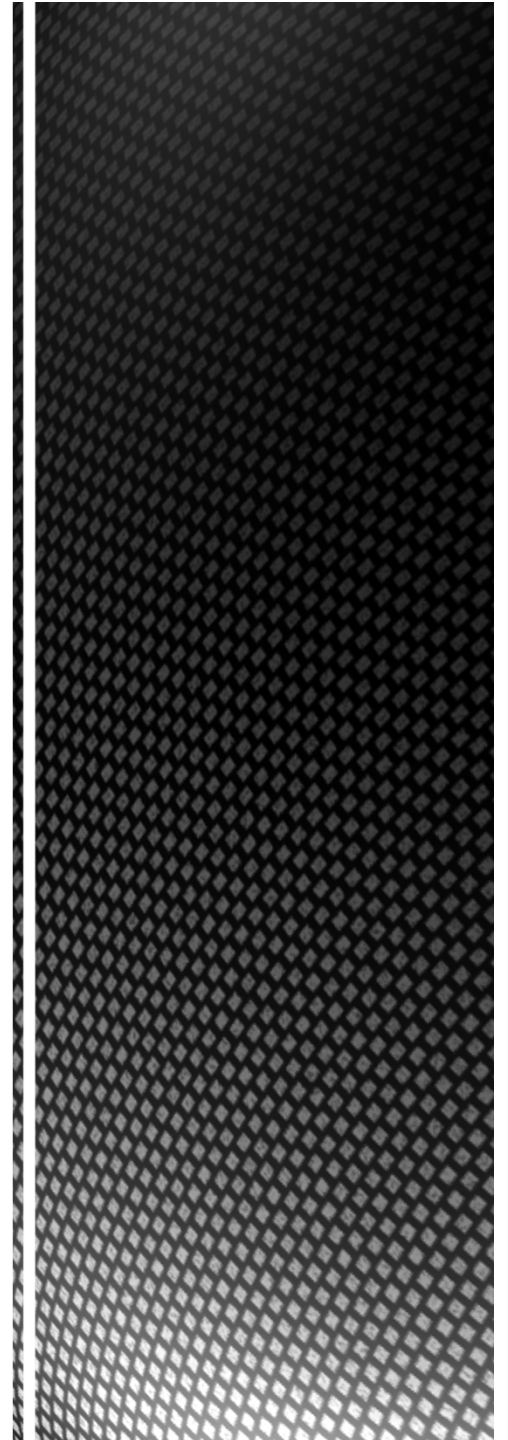


Argument

Expresses a position
on an issue and
supports the position
with reasons and
evidence



- The writer's or speaker's position on an issue.

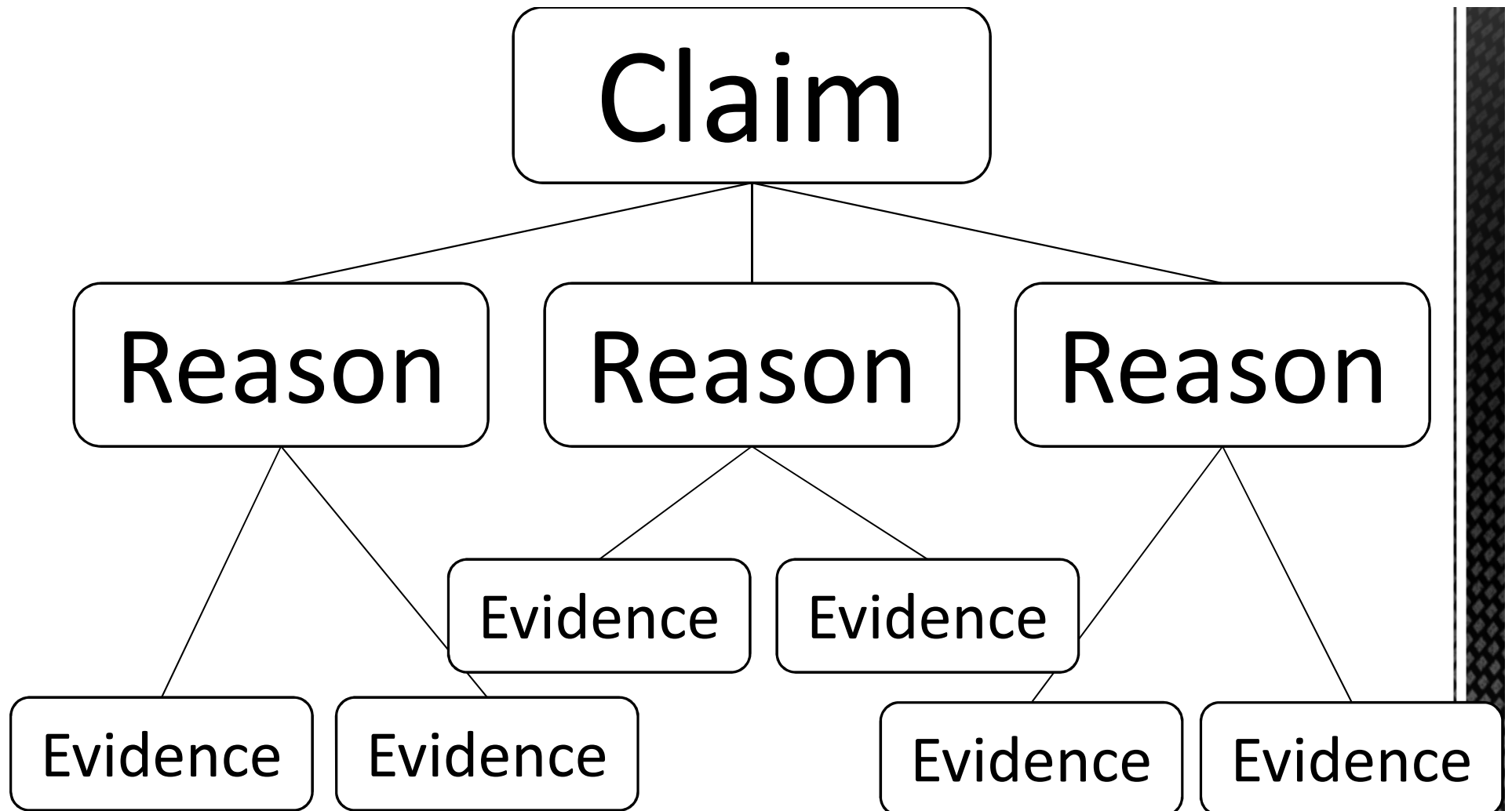
Claim



- The reasons
and
evidence
that support
the claim.

Support





Motorcycle Helmet Bill

Claim:

Reason 1:

Evidence 1a:

Evidence 1b:

Reason 2:

Evidence 2a:

Evidence 2b:

Reason 3:

Evidence 3a:

Evidence 3b:

- The arguments that oppose, or go against, yours.

Opposing
Views



- An argument given to counter, or argue against, an opposing view.
- Could be against your claim, or could be you against someone else's claim.

Counterargument



- An unfair preference for or against something.
- Usually not based on logic, reason and evidence.

Bias



- Fact: statements that can be measured and proven true.
- Opinion: statements that cannot be measured.

Fact vs. Opinion



- Using logic to support a claim.
- Facts and statistics to help support an argument.

Logos



- The source's credibility.
- The speaker or author's authority.

Ethos



- Using emotional or motivational appeals
- Vivid language, emotional language and numerous sensory details.

Pathos

